

AUTOMOBILES

BEAUTY IN AN AUTOMOBILE

James G. Heaslet, Who Plans and Builds the Studebaker Cars, Tells of His Work.

BEAUTY ALWAYS SIMPLICITY

"When one thinks of the work done by the designer of an automobile, the imagination usually presents the picture of a man at work upon the drawing of a new motor or over mathematical tables giving the stresses of a new steel. Too seldom is consideration given to the hard work spent upon what all can see—the beauty of line and of balanced masses that delight to eye," said James G. Heaslet, Studebaker designer.

"Accustomed to the wonderful models of the last few seasons, the automobiles that were on the market when I first became interested in designing cars sixteen years ago seem to us now nothing more than toys. In that time the diminutive, clumsy, snorting 'one-lunger' has developed into the complex six-cylinder machine that hums along the highway at thirty to sixty miles an hour, carrying seven passengers in perfect comfort.

Auto No. Longer Puzzles.

"It is a far cry from those to the touring car of 1915. Let us take the Studebaker six as typical of the cars of this season. The car is a natural evolution. It was only a few years ago that no touring car was made with foredoors. An automobile was an enigma to the man who owned one and he hired a chauffeur to run it. But finally by the education of the owner and simplification of the car the chauffeur was dispensed with in the majority of cases. When the owner and his family began to drive the demand was for the front seat to be as comfortable as the tennau, and the foredoors came as the logical answer to this demand.

Beauty in Simplicity.

"One of the greatest factors in beauty is simplicity. It took up some time to evolve a body that had beautiful simplicity of line. In the present streamline body of the Studebaker it looks as if we have gone as far as possible in this direction. There is no hardware visible; nothing seems extraneous; the flowing lines are unbroken from radiator to tail lamp. The windshield is an integral part of the car. The crown feeders are lines of beauty that repeat the curves of the wheels. Since beauty comes from length of line, putting the gasoline tank in the cowl of the car has increased the length of the machine just that much. And incidentally accentuated its beauty.

Beauty in Simplicity.

"This idea of beauty through simplicity is carried into the operating parts of the Studebaker. Only beauty of machinery comes from efficiency. Therefore in

"Nobby Tread" Equipped Maxwell Car Used to Get the News for the "Movies"



The Universal Film Company uses a "Nobby Tread" equipped Maxwell car to obtain moving pictures for its "Animated Weekly" service. It is a difficult matter to take moving pictures from an automobile traveling at high speed.

The camera operator in the car wears a belt-like device invented by "Jack" Cohn of the "Animated Weekly." This device enables the operator to take pictures while the Maxwell car travels at high speed.

It was considered important that the automobile be equipped with tires which would give protection against skidding, and fewest delays caused by punctures or blow-outs.

For this reason it is equipped with United States "Nobby Tread" Tires on all four wheels.

gaining simplicity and beauty the Studebaker has gained in operating efficiency. For instance, accessibility makes for simplicity. The Studebaker is one of the pioneers in doing away with the magnetos, resulting in simplicity. The number of timing gears has been reduced to a minimum, another victory for simplicity. And every time something is eliminated that good engineering practice has found unnecessary the car gains in efficiency and the car owner in satisfaction.

"We manufacture a high-class car to sell at a moderate price. We make cars for a great many buyers a year, and therefore, must reduce our product to its simplest terms. We meet the demand of the great mass of people. Those who want the high quality that guarantees long life and economic operation at a

moderate initial price find it in the Studebaker four. The Studebaker six is for those who want greater power and flexibility. Simplification is always the aim of the designer, and in attaining it the beauty of body of the Studebaker car has also been attained."

Cole Factory Man Visits in Omaha

Special Factory Representative Kimball of the Cole company of Indianapolis was in Omaha last week in conference with L. J. Traynor, agent for the Cole Eight in Nebraska. Mr. Kimball declares that business is picking up in leaps and bounds and believes that 1915 will be a

prosperous year, despite reports to the contrary.

"This part of the country should be especially prosperous," said Mr. Kimball. "Wheat is selling at \$1 already 1 cent, and I understand a crop of something like 100,000 bushels of July wheat should be harvested. With the future price up like that, the farmer will get the money and not the speculator. That will mean a better business year surely."

Omaha Takes to the New Ford Coupelet

Judging from the number of the new Ford models seen upon the Omaha streets, they are meeting unusual favor among Omaha auto buyers. It was the opinion of the Ford company when these cars were first brought out that they would particularly appeal to a large class of people because of their dependability for either winter or summer use, and the large number of sales reported in the last few weeks proves that the Ford people were right in their belief.

Local purchasers to whom these models have recently been delivered are:

Dr. E. R. Porter,	Dr. M. A. Kani,
Dr. L. E. Moom,	E. G. Shirley,
Dr. W. L. Ross,	Dr. O. S. Hoffman,
Harry Ferrer,	S. J. Howe,
W. G. Rottler,	M. C. Peters,
Dr. N. C. Pollard,	E. D. Quirey,
Lake Deuel,	H. B. Ramsdell,
C. W. Bruce,	

A. A. Ahlman Enters Used Car Game on The Automobile Row

A. A. Ahlman, the man who drove the first auto livery car in Omaha, has gone into business on auto row, having taken over the used car department of the Cadillac company at 264 Farnam street. For some time Mr. Ahlman operated a garage at Louisville, but he has sold this to enter the game here. He formerly operated the taxi stand in front of the Merchants hotel, where he built up a large acquaintance. Mr. Ahlman sells the used cars which George Reim takes in trade for new Cadillacs. These cars are completely rebuilt and made as good as new. That there is a large demand for good used cars is shown by the fact that during the last sixteen days Mr. Ahlman has sold nine autos.

Gathering of Tire Men Comes to Close

The big gathering of Firestone service men from coast to coast closed in Akron Saturday after a three-day session, where nothing but service was discussed. This making a science of service puts a new thought in the development of the business, and others are following the

lead of Firestone in studying and putting into effect this new idea of special service.

H. J. Firestone, sales manager, in commenting on the work during this conference, stated that last year the Firestone company increased its output 75 per cent and added 50 per cent more dealers, and credits this remarkable increase not only to the quality of the product, but also to the service that goes with its product.

Keeping in Close Touch with Situation

In a recent interview Lew Traynor of the Traynor Auto company says: "The Cole Motor company has been keeping in very close touch with the buying tendency of the American motor car market and because of its policy to never install in its product any important unit that had not first been thoroughly worked out and proven, they had our engineers working on the eight-cylinder motor for months, not knowing how soon it would be necessary to announce an eight, but knowing that it was ultimately coming and would come fast when the right time arrived."

"It was, therefore, fortunate that we were prepared when it was found that an eight-cylinder car would be necessary for the 1915 spring delivery if we were to maintain our reputation for progression and for meeting the popular demand. "The very fact that we have been able

to hasten the quantity production of a standardized eight-cylinder car again proves the decided advantage of using only standard units built by old-established quantity producers.

"We are now ready in every sense of the word, not only in the matter of quantity deliveries to dealers, but with the right kind of constructive advertising and follow-up literature, with no hesitancy about our intention to supply thousands of these Cole eights for the spring and summer demand.

"I believe that it would have taken one year longer to have accomplished the same results but for our adherence to the standardized units, built by quantity producers of known responsibility and manufacturing facilities."

NEW ADVERTISING MAN FOR REGAL MOTOR CO.

Coincident with the announcement of the production of three new models of its product and the campaign of publicity which will be utilized to bring them to the attention of the public, the Regal Motor Car company of Detroit has appointed a new advertising manager. Robert H. Crooker, a man of wide experience in newspaper and advertising work, has been chosen for the position and takes up his new duties April 1.

Apartments, flats, houses and cottages can be rented quickly and cheaply by a Bee "For Rent"

Jeffery Four \$1150



A Quality Car At a Dividend-Sharing Price

The Thomas B. Jeffery Company is sharing its prosperity this Spring with the American motoring public—offering the Jeffery Light Four at the lowest price ever asked for a car of real quality—\$1150.

This is the car that introduced the European type of light-weight, high-speed, high-efficiency motor into this country.

It is a large, roomy, comfortable, easy-riding automobile—superior in its appointments—built to satisfy the most discriminating judges of motor car values. Owners of the Jeffery Light Four who have driven higher priced cars say it is the equal in appearance and performance of other cars selling at \$2000 or more.

The Jeffery Light Four is now on display at our salesrooms. Come in and see it—or phone for a demonstration—TODAY.

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|---------------------------|----------------------------------|---------------------------------|
| Jeffery Light Four \$1150 | Jeffery Chesterfield Four \$1275 | Jeffery Chesterfield Six \$1650 |
| | Jeffery Six 48—\$2400 | Jeffery Quad Truck—\$2750 |



Jeffery Omaha Company
2056-58 Farnam Street, -- Omaha, Nebraska



You Will Prefer This Six Because—

- It comfortably seats seven adults.
- The wheel base is unusually long—125 inches.
- The upholstery, of the best hair and bright French finish, long grain hand-buffed leather, is so soft, comfortable, deep and durable.
- The 45 horse power en bloc motor is so smooth, noiseless and economical.
- The high tension magneto ignition is so dependable.
- The electric buttons are so convenient.
- The tires are so large—35 x 4½-inches all around with non-skids on the rear.

In fact, you will wonder why people continue to pay \$2000 to \$2500 for Sixes when this one costs but \$1475!

Our dealer has a new Six for you. See him at once. Delivery can be made immediately.

Overland-Omaha Company, Distributors

J. R. JAMISON, President
Telephone Douglas 2643. 2043-45 Farnam Street.



The Willys-Overland Company, Toledo, Ohio

Other models \$795 to \$1600. All prices f. o. b. Toledo.